

## **APPENDIX D: SUPPORTING DATA TABLES**



**TABLE 1****Company Size Distribution,  
Samples A - D<sup>1</sup>**

Sample	Large		Medium		Small	
	Percent	Number	Percent	Number	Percent	Number
<b>Comprehensive (A)</b>	20%	135/674	40%	268/674	37%	247/674
<b>Health (B)</b>	31%	42/137	35%	48/137	32%	44/137
<b>Retail (C)</b>	21%	30/142	37%	52/142	40%	57/142
<b>Financial (D)</b>	39%	49/125	41%	52/125	18%	23/125

<sup>1</sup> Based upon annual sales figures provided by Dunn & Bradstreet Corporation. Figures do not total 100% because approximately 3% of the sites in all the samples are not classified by size, due to unavailability of sales figures.

**TABLE 2**

**Web Sites with an Information Practice Disclosure,<sup>1</sup>  
By Sample and Company Size**

Sample	Total		Large		Medium		Small	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
<b>Comprehensive (A)</b>	14% (11.4%-16.8%) <sup>2</sup>	94/674	27% (19.4%-35.0%)	36/135	12% (8.6%-16.9%)	33/268	10% (6.7%-14.6%)	25/247
<b>Health (B)</b>	14% (8.6%-20.8%)	19/137	17% (7.0%-31.4%)	7/42	17% (7.5%-30.2%)	8/48	9% (2.5%-21.7%)	4/44
<b>Retail (C)</b>	13% (7.7%-19.3%)	18/142	7% (0.8%-22.1%)	2/30	17% (8.2%-30.3%)	9/52	9% (2.9%-19.3%)	5/57
<b>Financial (D)</b>	16% (10.1%-23.6%)	20/125	27% (14.9%-41.1%)	13/49	10% (3.2%-21.0%)	5/52	9% (1.1%-28.0%)	2/23
<b>Most Popular (F)</b>	71% (61.8%-79.4%)	79/111	—	—	—	—	—	—
<b>Children (E)</b>	54% (47.3%-61.1%)	115/212	—	—	—	—	—	—

<sup>1</sup> An “Information Practice Disclosure” can be either a **Privacy Policy Notice**, defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an **Information Practice Statement**, defined as a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or choice offered to consumers about their personal information. In some cases, Web sites have both a Privacy Policy Notice and one or more Information Practice Statement(s).

<sup>2</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

**TABLE 3**

**Web Sites Collecting Personal Information,<sup>1</sup>  
By Sample and Company Size**

Sample	Total		Large		Medium		Small	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
<b>Comprehensive (A)</b>	92% (89.8%-94.1%) <sup>2</sup>	621/674	93% (86.8%-96.4%)	125/135	90% (85.7%-93.3%)	241/268	95% (91.7%-97.5%)	235/247
<b>Health (B)</b>	88% (80.9%-92.6%)	120/137	83% (68.6%-93.0%)	35/42	92% (80.0%-97.7%)	44/48	91% (78.3%-97.5%)	40/44
<b>Retail (C)</b>	87% (79.9%-91.7%)	123/142	90% (73.5%-97.9%)	27/30	85% (71.9%-93.1%)	44/52	88% (76.3%-94.9%)	50/57
<b>Financial (D)</b>	97% (92.0%-99.1%)	121/125	100% (92.7%-100%)	49/49	94% (84.1%-98.8%)	49/52	100% (85.2%-100%)	23/23
<b>Most Popular (F)</b>	97% (92.3%-99.4%)	108/111	—	—	—	—	—	—
<b>Children (E)<sup>3</sup></b>	89% (83.6%-92.6%)	188/212	—	—	—	—	—	—

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>3</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 4**

**Of those Web Sites that Collect Personal Information ,<sup>1</sup>  
Percent that Collect Personal Identifying Information, <sup>2</sup> By Sample**

Sample	Collect Personal Identifying Information	
	Percent	Number
<b>Comprehensive (A)</b>	100% (99.1%-100%) <sup>3</sup>	620/621
<b>Health (B)</b>	100% (97.0%-100%)	120/120
<b>Retail (C)</b>	100% (97.0%-100%)	123/123
<b>Financial (D)</b>	99% (95.5%-100%)	120/121
<b>Most Popular (F)</b>	100% (96.6%-100%)	108/108
<b>Children (E)<sup>4</sup></b>	99% (96.2%-99.9%)	186/188

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> “Personal Identifying Information” is defined as information that can be used to identify consumers and includes name, postal address, e-mail address, telephone number, fax number, credit card number, and Social Security number.

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 5**

**Percent of Web Sites Collecting Various Types of Personal Information, <sup>1</sup> By Sample**  
**(Expressed as Percent of Web Sites Collecting Any Personal Information)**

<b>Sample</b>	<b>Name</b>	<b>E-mail Address</b>	<b>Postal Address</b>	<b>Telephone #</b>	<b>Fax #</b>	<b>Credit Card #</b>	<b>Social Security #</b>	<b>Age/Date of Birth</b>	<b>Gender</b>	<b>Education</b>	<b>Occupation</b>	<b>Income</b>	<b>Hobbies</b>	<b>Interests</b>	<b>Hardware/Software</b>
<b>Comprehensive (A)</b>	68%	98%	58%	54%	26%	19%	3%	8%	5%	2%	6%	5%	0%	2%	4%
<b>Health (B)</b>	58%	100%	51%	47%	13%	8%	3%	12%	8%	2%	3%	0%	1%	3%	3%
<b>Retail (C)</b>	77%	100%	70%	67%	31%	31%	6%	7%	2%	4%	5%	3%	0%	5%	2%
<b>Financial (D)</b>	73%	93%	65%	59%	27%	7%	20%	17%	4%	6%	21%	20%	1%	1%	2%
<b>Most Popular (F)</b>	93%	97%	81%	61%	26%	44%	3%	36%	33%	11%	22%	11%	6%	18%	19%
<b>Children (E)<sup>2</sup></b>	74%	96%	49%	24%	6%	0%	1%	46%	25%	7%	3%	3%	9%	18%	13%

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 6**

**Of those Web Sites that Collect Name and/or E-Mail Address,  
Percent that Collect One or More Additional Type(s) of Personal Information, <sup>1</sup> By Sample**

<b>Sample</b>	<b>1 or More</b>	<b>2 or More</b>	<b>3 or More</b>	<b>4 or More</b>	<b>5 or More</b>
<b>Comprehensive (A)</b>	66%	58%	48%	30%	14%
<b>Health (B)</b>	57%	53%	36%	24%	12%
<b>Retail (C)</b>	76%	70%	60%	39%	19%
<b>Financial (D)</b>	73%	68%	53%	42%	26%
<b>Most Popular (F)</b>	90%	83%	74%	60%	48%
<b>Children (E)<sup>2</sup></b>	77%	61%	48%	35%	21%

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> For the Children’s Sample only, the data reflect personal information collected from children.



**TABLE 7**

**Of those Web Sites that Collect Personal Information,<sup>1</sup>  
Percent with an Information Practice Disclosure,<sup>2</sup> By Sample and Company Size**

Sample	Total		Large		Medium		Small	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
<b>Comprehensive (A)</b>	15% (12.4%-18.2%) <sup>3</sup>	94/621	29% (21.1%-37.6%)	36/125	14% (9.6%-18.7%)	33/241	11% (7.0%-15.3%)	25/235
<b>Health (B)</b>	16% (9.8%-23.6%)	19/120	20% (8.4%-36.9%)	7/35	18% (8.2%-32.7%)	8/44	10% (2.8%-23.7%)	4/40
<b>Retail (C)</b>	15% (8.9%-22.1%)	18/123	7% (0.9%-24.3%)	2/27	20% (9.8%-35.3%)	9/44	10% (3.3%-21.8%)	5/50
<b>Financial (D)</b>	17% (10.4%-24.4%)	20/121	27% (14.9%-41.1%)	13/49	10% (3.4%-22.2%)	5/49	9% (1.1%-28.0%)	2/23
<b>Most Popular (F)</b>	73% (63.8%-81.2%)	79/108	—	—	—	—	—	—
<b>Children (E)<sup>4</sup></b>	58% (50.6%-65.1%)	109/188	—	—	—	—	—	—

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> An “Information Practice Disclosure” can be either a **Privacy Policy Notice**, defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an **Information Practice Statement**, defined as a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or choice offered to consumers about their personal information. In some cases, Web sites have both a Privacy Policy Notice and one or more Information Practice Statement(s).

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 8**

**Of those Web Sites that Collect Personal Information,<sup>1</sup>  
Percent with a Privacy Policy Notice,<sup>2</sup> By Sample**

Sample	Privacy Policy Notice	
	Percent	Number
<b>Comprehensive (A)</b>	2% (0.9%-3.1%) <sup>3</sup>	11/621
<b>Health (B)</b>	2% (0.2%-5.9%)	2/120
<b>Retail (C)</b>	2% (0.2%-5.8%)	2/123
<b>Financial (D)</b>	2% (0.2%-5.8%)	2/121
<b>Most Popular (F)</b>	44% (34.0%-53.4%)	47/108
<b>Children (E)<sup>4</sup></b>	24% (18.5%-31.3%)	46/188

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> A “Privacy Policy Notice” is defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink.

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 9**

**Of those Web Sites that Collect Personal Information, <sup>1</sup>  
Percent with an Information Practice Statement, <sup>2</sup> By Sample**

Sample	Information Practice Statement	
	Percent	Number
<b>Comprehensive (A)</b>	14% (11.7%-17.3%) <sup>3</sup>	89/621
<b>Health (B)</b>	16% (9.8%-23.6%)	19/120
<b>Retail (C)</b>	13% (7.6%-20.3%)	16/123
<b>Financial (D)</b>	15% (9.1%-22.5%)	18/121
<b>Most Popular (F)</b>	61% (51.3%-70.3%)	66/108
<b>Children (E)<sup>4</sup></b>	50% (42.6%-57.4%)	94/188

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> An “Information Practice Statement” is defined as a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or choice offered to consumers about their personal information.

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 10**

**Of those Web Sites that Collect Personal Information <sup>1</sup>  
and Have an Information Practice Disclosure, <sup>2</sup>  
Percent that Say They Offer Choice, Access, or Security, By Sample**

Sample	Choice		Access		Security	
	Percent	Number	Percent	Number	Percent	Number
<b>Comprehensive (A)</b>	33% (23.6%-43.4%) <sup>3</sup>	31/94	10% (4.5%-17.4%)	9/94	15% (8.4%-23.7%)	14/94
<b>Health (B)</b>	32% (12.6%-56.6%)	6/19	0% (0%-17.6%)	0/19	0% (0%-17.6%)	0/19
<b>Retail (C)</b>	33% (13.3%-59.0%)	6/18	17% (3.6%-41.4%)	3/18	6% (0.1%-27.3%)	1/18
<b>Financial (D)</b>	35% (15.4%-59.2%)	7/20	0% (0%-16.8%)	0/20	5% (0.1%-24.9%)	1/20
<b>Most Popular (F)</b>	68% (56.9%-78.4%)	54/79	38% (27.3%-49.6%)	30/79	16% (9.1%-26.5%)	13/79
<b>Children (E)<sup>4</sup></b>	39% (30.2-49.3%)	43/109	12% (6.5%-19.5%)	13/109	8% (3.8%-15.1%)	9/109

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> An “Information Practice Disclosure” can be either a **Privacy Policy Notice**, defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an **Information Practice Statement**, defined as a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or choice offered to consumers about their personal information. In some cases, Web sites have both a Privacy Policy Notice and one or more Information Practice Statement(s).

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 11**

**Of those Web Sites that Collect Personal Information <sup>1</sup>  
and Have an Information Practice Disclosure, <sup>2</sup>  
Percent that Say They Release None or Some Information to Third Parties, By Sample**

Sample	None		Some	
	Percent	Number	Percent	Number
<b>Comprehensive (A)</b>	33% (23.6%-43.4%) <sup>3</sup>	31/94	36% (26.3%-46.1%)	34/94
<b>Health (B)</b>	32% (12.6%-56.6%)	6/19	26% (4.5%-48.1%)	5/19
<b>Retail (C)</b>	22% (6.4%-47.6%)	4/18	33% (9.2%-57.5%)	6/18
<b>Financial (D)</b>	20% (5.7%-43.7%)	4/20	40% (16.5%-63.5%)	8/20
<b>Most Popular (F)</b>	14% (7.2%-23.6%)	11/79	78% (67.8%-86.9%)	62/79
<b>Children (E)<sup>4</sup></b>	33% (24.3%-42.7%)	36/109	49% (39.1%-58.2%)	53/109

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> An “Information Practice Disclosure” can be either a **Privacy Policy Notice**, defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an **Information Practice Statement**, defined as a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or choice offered to consumers about their personal information. In some cases, Web sites have both a Privacy Policy Notice and one or more Information Practice Statement(s).

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 12**

**Of those Web Sites that Collect Personal Information <sup>1</sup>  
and Have an Information Practice Disclosure, <sup>2</sup>  
Percent that Say They Offer Choice, Access, and Security and Address  
Whether They Release Information to Third Parties, By Sample**

Sample	Offer Choice, Access, and Security and Address Third Party Disclosure	
	Percent	Number
<b>Comprehensive (A)</b>	1% (0%-5.8%) <sup>3</sup>	1/94
<b>Health (B)</b>	0% (0%-17.6%)	0/19
<b>Retail (C)</b>	0% (0%-18.5%)	0/18
<b>Financial (D)</b>	0% (0%-16.8%)	0/20
<b>Most Popular (F)</b>	6% (2.1%-14.2%)	5/79
<b>Children (E)<sup>4</sup></b>	0% (0%-3.3%)	0/109

<sup>1</sup> “Personal Information” is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> An “Information Practice Disclosure” can be either a **Privacy Policy Notice**, defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an **Information Practice Statement**, defined as a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or choice offered to consumers about their personal information. In some cases, Web sites have both a Privacy Policy Notice and one or more Information Practice Statement(s).

<sup>3</sup> Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

<sup>4</sup> For the Children’s Sample only, the data reflect personal information collected from children.

**TABLE 13****Children's Sample (E)**

<b>Personal Information Collection from Children</b>			
	Percent	Number	95% Binomial Confidence Interval
Web sites collecting personal information <sup>1</sup> from children	89%	188/212	(83.6%-92.6%)
Web sites collecting personal identifying information <sup>2</sup> from children	88%	186/212	(82.5%-91.8%)
Of those Web sites that collect personal information, percent that collect personal identifying information from children	99%	186/188	(96.2%-99.9%)

<b>Frequency of Disclosures</b>			
	Percent	Number	95% Binomial Confidence Interval
Web sites with an Information Practice Disclosure <sup>3</sup>	54%	115/212	(47.3%-61.1%)
Of those Web sites that collect personal information, percent with an Information Practice Disclosure	58%	109/188	(50.6%-65.1%)
Of those Web sites that collect personal information, percent with a Privacy Policy Notice <sup>3</sup>	24%	46/188	(18.5%-31.3%)
Of those Web sites that collect personal information, percent with an Information Practice Statement <sup>3</sup>	50%	94/188	(42.6%-57.4%)

Data reflect personal information collected from children.

Base: The data in these tables is calculated using two different bases — all sites in the Children's Sample (212) and those sites that collect personal information from children (188).

**TABLE 13****Children's Sample (E)**

<b>Nature of Disclosures</b>			
	Percent	Number	95% Binomial Confidence Interval
Of those Web sites that collect personal information and have an Information Practice Disclosure, percent that say they offer <b>choice</b>	39%	43/109	(30.2%-49.3%)
Of those Web sites that collect personal information and have an Information Practice Disclosure, percent that say they offer <b>access</b>	12%	13/109	(6.5%-19.5%)
Of those Web sites that collect personal information and have an Information Practice Disclosure, percent that say they offer <b>security</b>	8%	9/109	(3.8%-15.1%)

<b>Disclosures Regarding Transfer of Personal Information to Third Parties</b>			
	Percent	Number	95% Binomial Confidence Interval
Of those Web sites that collect personal information and have an Information Practice Disclosure, percent that say that <b>none</b> of the information collected will be released to third parties	33%	36/109	(24.3%-42.7%)
Of those Web sites that collect personal information and have an Information Practice Disclosure, percent that say that at least some of the information collected <b>may</b> be released to third parties	49%	53/109	(39.1%-58.2%)

Data reflect personal information collected from children.

Base: Web sites in Children's Sample that collect personal information from children and have an Information Practice Disclosure (109).



**TABLE 13****Children's Sample (E)**

<b>Web Sites With Parental Involvement</b>			
	Percent	Number	95% Binomial Confidence Interval
Percent of Web sites that tell children to <b>ask their parents</b> before providing personal information online	23%	48/212	(17.2%-28.9%)
Percent of Web sites that say they will <b>notify parents</b> of their information practices	7%	14/212	(3.7%-10.8%)
Percent of Web sites that say they offer parents <b>opt-out</b>	8%	17/212	(4.7%-12.5%)
Percent of Web sites that say they offer parents <b>opt-in</b>	1%	3/212	(0.3%-4.1%)

Data reflect personal information collected from children.

Base: All Web sites in Children's Sample (212).

<sup>1</sup> "Personal Information" is defined to include any of the following: personal identifying information ( *e.g.*, name, postal address, e-mail address, telephone number); demographic information ( *e.g.*, age, gender, education level, income); and preference information ( *e.g.*, hobbies, interests).

<sup>2</sup> "Personal Identifying Information" is defined as information that can be used to identify consumers and includes name, postal address, e-mail address, telephone number, fax number, credit card number, and Social Security number.

<sup>3</sup> An "Information Practice Disclosure" can be either a **Privacy Policy Notice**, defined as a comprehensive description of a Web site's information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an **Information Practice Statement**, defined as a discrete statement that describes a particular use or practice regarding consumers' personal information and/or choice offered to consumers about their personal information. In some cases, Web sites have both a Privacy Policy Notice and one or more Information Practice Statement(s).

